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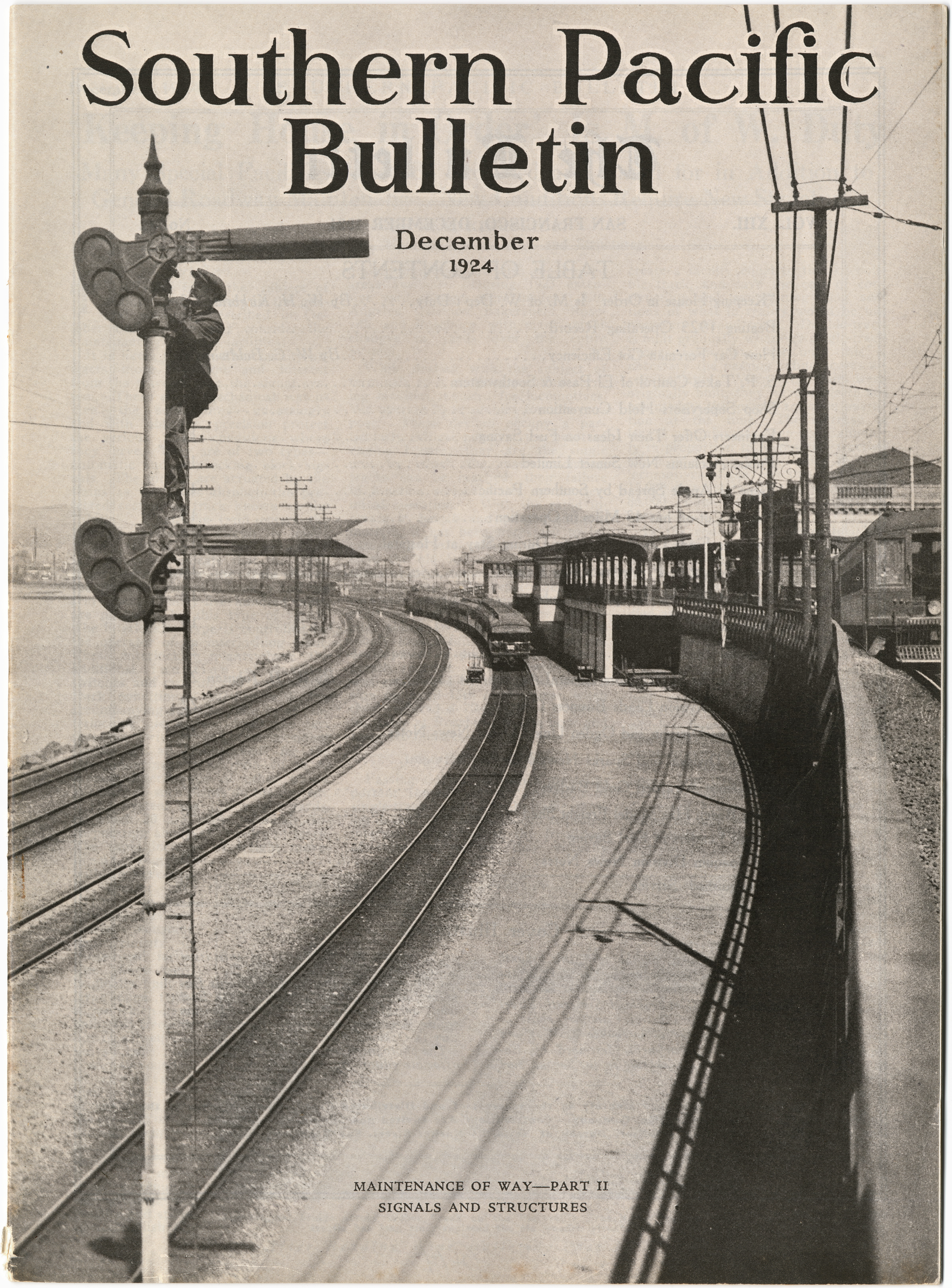

MAINTENANCE OF WAY—PART II
SIGNALS AND STRUCTURES

LOS ANGELES S. P. MEN IN TRANSPORTATION CLUB

Representatives of the Freight Traffic Department in the Los Angeles office recently participated in the opening of the new headquarters of the Los Angeles Transportation Club, when J. E. Light, district freight agent and vice president of the club, presided at the open house celebration.

The club now has excellently furnished rooms in the Alexandria hotel and celebrated the opening of the new quarters with a noon luncheon and open house celebration. President L. S. Harmon, traffic manager of Barker Bros. store presided at the luncheon, which was addressed by the various club officers. In the evening open house was celebrated with short talks and entertainment. Mr. Light presided and was in charge of the ceremonies. Of the 350 members in the club representing the traffic offices of the carriers and industrial concerns of Los Angeles, a total of 234 attended the house warming. The club is now considered one of the most active and largest traffic clubs in the country. Mr. Light, who was reported largely responsible for rejuvenating the organization, secured twice the number of new members than did his closest competitor in a membership drive. The Los Angeles offices of the company now have twenty-five members in the club.

The open house celebration practically consisted of a Southern Pacific program. Chas. C. Palladine, freight agent in Mr. Light's office, played several violin solos and the evening music was played by the Transportation Club orchestra under the direction of Chas. Abels, secretary to General Freight Agent F. E. Scott.

The club will have weekly luncheons at which traffic men of national reputation visiting in Los Angeles will address the members. Special monthly meetings will also be held for frolic and entertainment, when shippers and industrialists will also be invited.

P. F. E. BASKETBALL TEAM MAKING GOOD SHOWING

Having won four out of five games played this season, the Pacific Fruit Express basketball team at San Francisco is still going strong.

The loss of one game to the M. J. B. Coffee team by a close score of 29 to 25 did not seem to affect the boys, for they won the following three games by a good margin.

They defeated the Western Meat Co., 17 to 5 and the California Packing Corporation 22 to 17. In both games, Little, center, starred, scoring 15 points in the last game. Lyttaker also played a good game at running guard.

The third game was with the Aetna Fire Insurance Co. In this game the whole team showed fine form. After trailing 10 to 7 up to the end of the first half, they came out with a 22 to 11 victory.

The team is now tied for second place in the San Francisco Industrial Athletic Association League.

Fame of the Apple Spread by S. P.

Southern Pacific took an active part in boosting National Apple Week. Isobel Alameda, upper left; Ethel Smythe, Clara Collins, and Margaret Farrar, pretty employes at the general office in San Francisco, are shown in attractive displays of apples. The lower pictures show C. J. McDonald, superintendent perishable freight service, and Otto Reiss, supervising chef, with some of the orphan children at a San Francisco Nursery, who were treated to the world's greatest apple dumpling made by the Southern Pacific Commissary.

SOUTHERN Pacific actively participated in National Apple Week, October 31 to November 6.

Apples prepared by dining car chefs in many attractive ways were featured on the Company's dining cars as well as in Southern Pacific restaurants and clubs. Sixty thousand copies of special menus, illustrated with appetizing pictures featuring apples, were on all the dining cars from Portland to New Orleans. Southern Pacific representatives worked with apple shippers in stimulating interest in observance of the "special week" and assisted local committees in arranging parades and other events. Photographs showing Southern Pacific girls in attractive pictures displaying apples were syndicated through the press and national photo services.

Little orphan children at the San Francisco Nursery for Homeless Children were delighted with a mammoth apple dumpling which was baked at the West Oakland Commissary. The dumpling contained 576 apples, 50 pounds of pie dough, 20 pounds of sugar and was baked for five hours. It weighed nearly three hundred pounds and was constructed by Otto Reiss, supervising chef, under the direction of H. A. Butler, assistant manager, Southern Pacific Commissary Department.

A letter has been received by the Bureau of News from Willetta Hayden, superintendent of the Nursery, thanking the Company for remembering the little children again this year. She wrote, in part:

"I know you had half the fun of seeing the children admire the treat and I wish you might have had the other half of seeing them devour it. I know you must have gathered from your visit to us that such a gift causes a great many little people to believe truly in fairies."

Radio talks on apples were broadcast by C. J. McDonald, superintendent perishable freight service.